



COX COMMUNICATIONS, THE TRUST FOR PUBLIC LAND, THINK BLUE SAN DIEGO IN SEARCH OF SAN DIEGO'S ENVIRONMENTAL HEROES!

"Cox Conserves Heroes" program to include public nominations, online voting
www.coxconservesheroes.com

SAN DIEGO (Feb. 9, 2009) — Do you know an everyday hero in your community who is making great strides today to ensure a greener tomorrow?

To help honor San Diego County's unsung environmental heroes and inspire neighborhood conservation, Cox Communications, in partnership with The Trust for Public Land and Think Blue San Diego, has launched "Cox Conserves Heroes," a new awards program seeking the public's help to nominate and vote for those individuals who have taken it upon themselves to create, preserve or enhance places for everyone to enjoy such as parks, greenways, gardens, waterways, plazas, streets and public squares.

Anyone can nominate a Cox Conserves Hero in two categories: "Under 18" and "18 and Over." A total of six finalists will be selected (three from each category), and the public will vote online for the winners.

First-, second- and third-place winners in each category will receive \$5,000, \$2,500 and \$1,000 respectively to donate to their favorite environmental non-profit organization.

Cox Conserves Heroes timeline:

- Feb. 9-March 9 – "Call for Nominations." The public can visit 4sd.com to nominate an individual;
- April 14-April 26 – "Cast Your Vote." The public can view videos of the finalists and cast their vote on 4sd.com;
- Winners will be announced by early May and will be recognized on the field at a Padres game on August 22, 2009.

The six finalists will be selected by the Cox Conserves Judging Circle, a group of local civic leaders. The finalists will then be profiled on a special 30-minute *San Diego Insider Magazine* on Channel 4 San Diego, and their stories will be posted on 4sd.com so the public can learn more about the finalists before voting.

The Cox Conserves Heroes program was created in 2007 through a partnership between The Trust for Public Land and Cox Enterprises, the parent company of Cox

Communications. The partnership stems from Cox Enterprises' national Cox Conserves program designed to reduce the company's carbon footprint by 20 percent by 2017, and promote eco-friendly behavior among its employees, communities and other corporations. More information can be found at <http://www.coxconservesheroes.com>.

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About Cox Communications

Operating in San Diego County since 1961, Cox Communications is a full-service telecommunications provider of voice, video and data services including digital and high definition cable television, high speed Internet, local and long distance telephone service, digital video recorder service, On Demand programming, commercial voice and data services via Cox Business, and advertising and promotional opportunities through San Diego Interconnect Operated by Cox Media. Cox Communications also owns and operates the Travel Channel and Channel 4 San Diego, television home of the San Diego Padres and award-winning local programming. Cox Communications serves 587,000 customers and 2,200 employees countywide.

About The Trust for Public Land

The Trust for Public Land (TPL) is a national nonprofit land conservation organization that conserves land for people to enjoy as parks, gardens, and natural areas, ensuring livable communities for generations to come. Since 1972, TPL has worked with willing landowners, community groups, and national, state, and local agencies to complete more than 3,500 land conservation projects in 47 states, protecting 2.5 million acres. TPL has helped states and communities craft and pass over 330 ballot measures, generating almost \$25 billion in new conservation-related funding.

About Think Blue San Diego

Think Blue is the City of San Diego's award winning Storm Water education and outreach program. Started in 1999 as part of the Clean Water Task Force, Think Blue is responsible for teaching residents, businesses and visitors steps they can take to prevent pollution and protect our waterways in San Diego. Think Blue reminds residents that when it rains or when water flows out of yards, it enters storm drains and flows untreated, directly into our creeks, rivers, bays, beaches and ultimately the ocean. Think Blue seeks to raise public awareness that the City storm drain system and sewer system are NOT connected and that storm water can contain pollutants, including pesticides, pet waste, trash, and automobile fluids which are harmful to our health and impact local marine life.